ABSTRACT OF THE DISCLOSURE

A computer-implemented method including receiving a search request for a product; processing the search request with a processing device; generating a message containing information regarding at least one product offered by a retail vendor; transmitting the message; automatically providing the user with an option to play a game to win a selected product from the product information without the user first making any payment or requesting the option; electronically calculating a dynamic probability of winning the selected product by the user based on one or more factors; electronically and randomly generating a trial outcome for a game of chance; generating an outcome indicator; displaying the outcome indicator to the user; and in response to a winning trial outcome, purchasing the selected product for the user from the independent third-party retail vendor at no cost to the user.